



WELCOME

Leadership Team Meeting
**Healthy Works/
 Community Transformation Grant (CTG)**

December 12, 2012

COUNTY OF SAN DIEGO
HHSA
 HEALTH AND HUMAN SERVICES AGENCY
Live Well, San Diego!

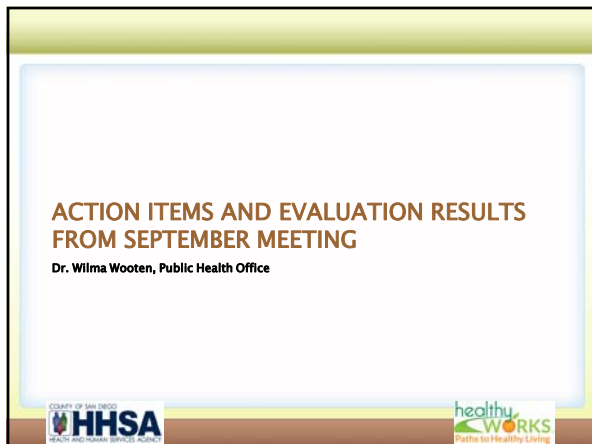
healthy
WORKS
 Paths to Healthy Living



**Thank You Supervisor Pam Slater-Price
 Garden Bench Dedication**

This bench is dedicated to County Supervisor Pam Slater-Price, in recognition of her contributions to improving the health and well-being of San Diego citizens through innovative environmental strategies.

Solana Center
 solanacenter.org



**ACTION ITEMS AND EVALUATION RESULTS
 FROM SEPTEMBER MEETING**


Dr. Wilma Wooten, Public Health Office



COUNTY OF SAN DIEGO
HHSA
 HEALTH AND HUMAN SERVICES AGENCY

healthy
WORKS
 Paths to Healthy Living

Follow-up on Action Items From September 2012 Meeting


Action Item #1:



- Provide information on CTG website regarding the process of procurement 

Follow-up on Action Items From September 2012 Meeting


Action Item #2:



- Explain rationale for contract disposition, when awarded 

Follow-up on Action Items From September 2012 Meeting




Action Item #3:



- CTG staff communicating with Leadership Team members 

Follow-up on Action Items From September 2012 Meeting

Summary:

- Provide information on CTG website regarding the process of procurement 
- Explain rationale for contract disposition, when awarded 
- CTG staff communicating with Leadership Team members 

September Meeting Evaluation Results



50% response rate (6/12)

What was good

- Learned more about CTG SANDAG efforts and County's procurement process (100%)
- Updates on CTG interventions



What could be improved

- More discussion time
- More effective group discussions



September Meeting Evaluation Results

- **Most Useful:** Getting updates and a sense of overall direction for next phase of CTG was most useful aspect of the meeting.
- **Question/Suggestion:** Hoping that we eventually relate CTG strategies to the Live Well! San Diego evaluation model.



Setting the Stage

- Communication
 - ❖ Efforts expanded from CPPW
 - ❖ Address all five strategic directs
 - ❖ Supports chronic disease prevention
 - ❖ Aligns with Live Well, San Diego!
- Evaluation
 - ❖ Aligns LWSD! evaluation framework
- CTG Updates
 - ❖ New CTG team member

CTG INTERVENTION UPDATES & FIRST 5 SAN DIEGO FUNDING

April Fernández, CTG Project Manager



Contractor: San Diego Association of Governments

Strategic Direction 2:
Active Living & Healthy Eating

San Diego Association of Governments (SANDAG) will:

- Implement the Regional Safe Routes to Schools Strategic Plan
- Develop public health policy framework and performance measures for the SANDAG Regional Plan (RP)
- Develop regional monitoring & evaluation program for active transportation

Intervention	Status Update	Partners
Contract executed 7/1/12 (combined with SD 5)		
Regional Safe Routes to School (SRTS) Implementation	<ul style="list-style-type: none"> • SANDAG preparing to engage SRTS consultant • HHSA staff meeting with key partners • HHSA/SANDAG presenting to SRTS Coalition 1/8/13 	<ul style="list-style-type: none"> • SRTS Coalition • California TARC • WalkSanDiego
Public Health & Wellness Policies	<ul style="list-style-type: none"> • Public Health Stakeholder Group formed • Smart Growth Incentive Program included HIA as an eligible grant activity 	<ul style="list-style-type: none"> • Members of PHSG
Regional Monitoring and Evaluation	<ul style="list-style-type: none"> • HHSA staff serving on Regional Plan Project Team • Regional Plan timeline developed/Public Health White Paper to be developed 	

Contractor: San Diego Association of Governments

Strategic Direction 5: Healthy & Safe Physical Environments

SANDAG will:

- Provide TA to jurisdictions to implement the California Complete Streets Act
- Institutionalize methodology & process for assessing health impacts of proposed transportation plans and projects
- Conduct economic and health cost-benefit assessment of active transportation and public transit investments

Intervention	Status Update	Partners
Contract <u>executed</u> 7/1/12 (combined with SD 2)		
Complete Streets Policy and Implementation	<ul style="list-style-type: none"> • SANDAG began internal processes to develop Complete Streets policy • SANDAG preparing to engage a Complete Streets consultant 	<ul style="list-style-type: none"> • WalkSanDiego
Health Benefits and Impacts Analysis (HIA) Program	<ul style="list-style-type: none"> • SANDAG contracting an HIA consultant • HHSA continues to work with CADPH on ITHIM 	



Contractor: San Diego Unified School District

Strategic Direction 2: Active Living & Healthy Eating

San Diego Unified School District will:

- Improve nutritional quality of school food including reduction in sodium and increase access to fruits and vegetables

Intervention	Status Update	Partners
Improving the Nutritional Quality of School Meals	<ul style="list-style-type: none"> • Contract <u>executed</u> 9/1/12 • Deliverables in progress 	<ul style="list-style-type: none"> • Other school districts • Manufacturers • Growers



Contractor: Chula Vista Elementary School District*

Strategic Direction 2: Active Living & Healthy Eating

Contractor will:

- Increase moderate to vigorous physical activity (PA) during physical education classes
- Improve opportunities for youth to engage in physical activity (PA) throughout the school day

Intervention	Status Update	Partners
Moderate to Vigorous PA During PE	<ul style="list-style-type: none"> • <u>Awaiting</u> CDC approval • <u>Awaiting</u> CVESD Board approval • Anticipated contract execution Dec 2012 	<ul style="list-style-type: none"> • County Office of Education
Physical Activity Throughout the School Day		

* Contingent upon CDC and CVESD approval.



Contractor: SAY San Diego*

Strategic Direction 1:
Tobacco-Free Living

Contractor will implement voluntary smoke-free multi-unit policies in:

- Affordable/low income housing
- Market rate/general population housing

Intervention	Status Update	Partners
Smoke-free Multi-Unit Housing	<ul style="list-style-type: none"> Intent to award posted 11/28/12 Pending submission to CDC for approval Anticipated contract execution February 2013 	<ul style="list-style-type: none"> Local Housing Authorities Landlords/Owners Management Companies Tenants/Tenant Groups Industry Associations

* Contingent upon CDC approval.

Contractor TBD

Strategic Direction 2:
Active Living & Healthy Eating

Contractor will:

- Implement farm to institution program to provide a stable customer base for local farmers and provide a source of healthy foods for local institutions.
- Support local jurisdictions in adopting or enhance planning documents to increase community food production through zoning, policy, and/or ordinance changes.

Intervention	Status Update	Partners
Farm-to-Institution	<ul style="list-style-type: none"> Statement of Work (SOW) <u>in progress</u> Next step: CDC approval Tentative posting to BuyNet Spring 2013 	<ul style="list-style-type: none"> Growers Meal producing institutions (e.g., schools, hospitals, senior centers)
Urban/Rural Agriculture	<ul style="list-style-type: none"> SOW <u>in progress</u> Next step: CDC approval Tentative posting to BuyNet Spring 2013 	<ul style="list-style-type: none"> Municipalities Community members

Contractor TBD

Strategic Direction 3:
Clinical and Community Preventive Services

Contractor will:

- Increase the number of providers that institute and monitor standardized clinical quality measures for control of high blood pressure and cholesterol
- Institute mechanisms that enable providers to report health information related to blood pressure, cholesterol and other conditions

Intervention	Status Update	Partners
Clinical Preventive Services	<ul style="list-style-type: none"> Pending SOW Internal planning in progress 	<ul style="list-style-type: none"> Beacon Collaborative Right Care Initiative University of Best Practices SD Medical Society Community Clinic Networks

6

Contractor TBD

Strategic Direction 3:

Clinical and Community Preventive Services

Contractor will:

- Support the adoption, enhancement, and implementation of worksite wellness programs, including assessment of health plan coverage for clinical preventive services (i.e., high blood pressure, high cholesterol, other relevant services)
- Implement policies to support breastfeeding at worksites, schools and hospitals

Intervention	Status Update	Partners
Worksite Wellness	<ul style="list-style-type: none"> SOW <u>in progress</u> Tentative posting to BuyNet Spring 2013 	<ul style="list-style-type: none"> Businesses First 5 San Diego San Diego Breastfeeding Coalition School districts
Lactation Supportive Environments– funded through First 5 San Diego		

COUNTY OF SAN DIEGO

HHSA

HEALTH HUMAN SERVICES

healthy

WORKS

Paths to Healthy Living

Staff–Led Intervention

Strategic Direction 4:

Social and Emotional Wellness

County staff will:

- Provide new mother resources for more effective parenting and overall social and emotional wellness through Nurse Family Partnership program

Intervention	Status Update	Partners
Home Visitation	<ul style="list-style-type: none"> Programmatic policy to be executed by 12/30/12 	<ul style="list-style-type: none"> Public Health Nursing First 5 San Diego

COUNTY OF SAN DIEGO

HHSA

HEALTH HUMAN SERVICES

healthy

WORKS

Paths to Healthy Living

Staff–Led Intervention

Communications

County staff will:

- Create a comprehensive plan to ensure that all Strategic Directions are included in communication efforts to the public
- Implement plan through multiple communication channels

Intervention	Status Update	Partners
Strategic Communications	<ul style="list-style-type: none"> Communication Plan completed Forming Advisory Committee Internal planning ongoing 	<ul style="list-style-type: none"> Media Advisory Group Partner organization media departments Local Housing Authorities Landlords/ Owners Management Companies Tenants/Tenant Groups Industry Associations

COUNTY OF SAN DIEGO

HHSA

HEALTH HUMAN SERVICES



healthy

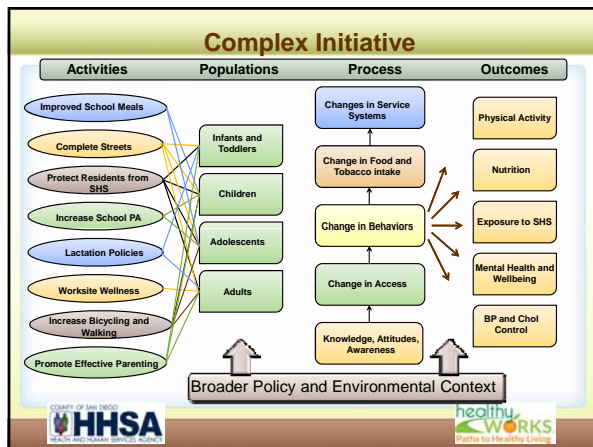
WORKS

Paths to Healthy Living

CTG Evaluation Design

CTG has a multifaceted evaluation design which includes both national and local components and a background assessment of key health indicators. The evaluation is designed to both measure the impact of CTG in a standardized way across the grantees and to highlight new and innovative work taking place in many communities.








National CTG Evaluation

CDC's Goal is to Build the Evidence Base



- CTG Targeted Surveillance, National Surveillance (BRFSS) and Local Surveillance
- Special School Study
- Special Study on Biometric Evaluation
- Prevention Impacts Simulation Model (PRISM)
- Cost Study
- Performance Monitoring

Local CTG Evaluation

Community Required Evaluation Activities



- 5 Core Measures
- Community-level evaluation of select interventions
- Dissemination Plan
- Participation in national evaluation

5 Core Measures

CDC requires communities to measure changes in five standardized indicators at three points in time



- Changes in Weight
- Changes in Tobacco use prevalence
- Changes in Nutrition
- Changes in Physical Activity
- Changes in Social and Emotional Wellness

Local CTG Evaluation

CTG Interventions to be evaluated

- Voluntary Smoke-free Policies
- School Lunch Program
- School Physical Activity*
- Worksite Wellness

Smoke-Free Policies

Intervention: Implement voluntary smoke-free policies in multi-unit housing complexes.

Annual/Multi-year Objective(s):

- a) Increase the number of smoke-free, **market-rate**, multi-unit housing properties to 20 by September 2016.
- b) Increase the number of smoke-free, **low income**, multi-unit housing properties to 5 by September 2016.

COUNTY OF SAN DIEGO
HHSA
HEALTH HUMAN SERVICES AGENCY

healthy
WORKS
Path to Healthy Living

[illegible]

Smoke-Free Policies

Evaluation components

- Demographics
- Multi-unit housing residents' opinion on smoke-free policies
- Resident smoking behavior and exposure to secondhand smoke
- Current health status



COUNTY OF SAN DIEGO
HHSA
HEALTH HUMAN SERVICES ADMINISTRATION

healthy
WORKS
Path to a Healthy Living

Smoke-Free Policies

Evaluation Tools

- Pre and post-implementation survey
- Distribute according to defined sampling plan
- Translated into 2-3 languages
- Oversample among low-income MUH complexes (1,000 surveys)
- Assess policies with MUH operators



School Lunch Program

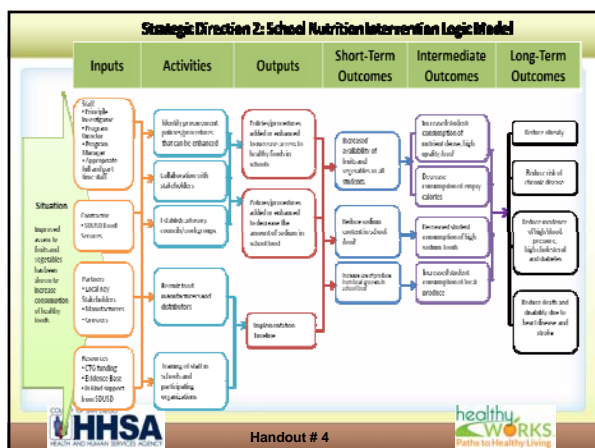
Intervention: Improve the nutritional quality of school food by reducing sodium and increasing fruits and vegetables.

***Annual/Multi-year Objective(s):**

- Increase the amount and availability of healthy fruits and vegetables in school meals at a large local school district by 10% by October 2015.
- Decrease the amount of sodium in school meals in a large local school district by 5% in school meals.

* Recently modified as per CDC.








School Lunch Program

Evaluation Components



- Procurement changes
- Nutritional changes
- Student satisfaction with new menus
- Dietary assessment (specific to sodium)

School Lunch Program

Evaluation Tools

- SDUSD Food Services procurement data
- SDUSD Nutritional analysis
- Student satisfaction survey
- Dietary recall in year 4-5



Worksite Wellness

Intervention: Work with employers to improve their worksite wellness programs and include language from the *Purchaser's Guide to Clinical Preventive Services* in their health plan.

Annual/Multi-year Objective(s):

a) Increase the number of employers who develop, enhance, and implement worksite wellness programs to 63 by September 2016.

b) Increase the number of employers that implement the summary plan description language in the *Purchaser's Guide to Clinical Preventive Services* to 63 by September 2016.

Dissemination Plan

Additionally CDC requires

- Four documents/reports for community stakeholders based on
 - Performance monitoring
 - Health assessment data
 - Program-related information
- Three manuscripts for publication one of which must be based on evaluation data

COUNTY OF SAN DIEGO
HHSA
HEALTH HUMAN SERVICES AGENCY

healthy
WORKS
Paths to Healthy Living

Questions?
Discussion!

COUNTY OF SAN DIEGO
HHSA
HEALTH HUMAN SERVICES AGENCY

healthy
WORKS
Paths to Healthy Living

**CTG COMMUNICATIONS PLAN:
COMMUNICATING OUR MESSAGE**

Nicole Temple, Assistant Deputy Director for Legislation, Media and Strategy Integration

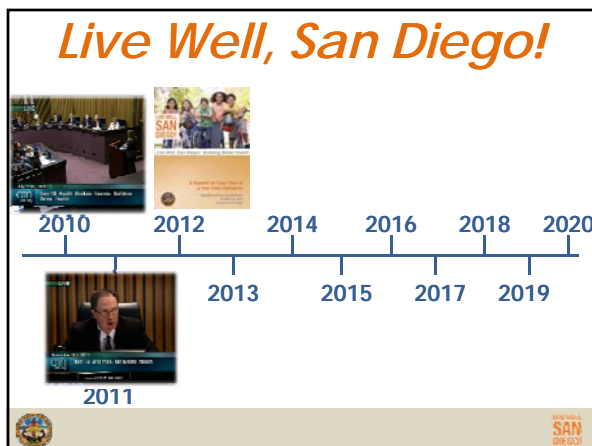
Dan Bennett, Healthy Works Communications Manager

COUNTY OF SAN DIEGO
HHSA
HEALTH HUMAN SERVICES AGENCY

healthy
WORKS
Paths to Healthy Living







Live Well, San Diego! means:

 <p>Building a Better Service Delivery System</p>	 <p>Supporting Positive, Healthy Choices</p>
 <p>Pursuing Policy and Environmental Changes</p>	 <p>Improving the Culture from Within County Government</p>

Philanthropists

Faith Community

Hospitals

Schools

Cities

Community Clinics

Business Community

Military


Non-Profits



    

www.sdcounty.ca.gov (click on Live Well, San Diego)

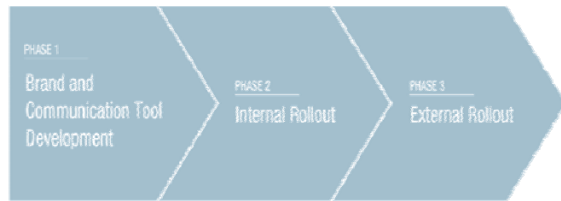
 

Looking Ahead...

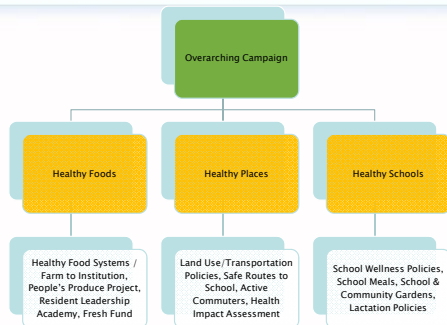


Live Well, San Diego! Communications Plan



CTG Communications Plan



HealthyWorks.org



Print, broadcast, on-line, grass-roots...



"San Diego Born & Raised"



Earned Media



- Harvest of the Month, aka "The Orange Event"
- School Gardens, aka "The Hippie Event"
- Farm to School, aka "The Broccoli Event"
- Healthy Communities / Safe Routes to School Grants
- Resident Leadership Academy
- Regional Garden Education Centers
- Fresh Fund
- Edgemoor and East Mesa Juvenile Detention Center Gardens

Outcomes: Feb 2011 – Mar 2012

- Total campaign impressions: 109,821,766
- More than 21,000 visitors to the web site
- Visitors spending an average of 2:16 minutes viewing content
- Significant increases during paid media campaigns
- Local news, Google and Facebook referred the most traffic



Transitions...

- Final media activity in last month of CPPW-funded grant (March 2012)
- Created Communications Plan for transition to Community Transformation Grant
- Alignment with *Live Well, San Diego!*




Media Successes

- More than 80 media events across 15 interventions
- Healthy Works Media/Marketing Campaign Honored with the National Association of Counties 2012 Achievement Award




Healthy Works, Making a Difference

Highlighted Accomplishments, March 2010 – March 2012




- More than 8,000 Fresh Fund sign-ups. Fresh Fund farmers markets earn record sales
- Record number of SchoolPool participants – 15,000 students
- Six districts implemented school wellness policy enhancements
- Nearly 600 Regional Garden Education Center students
- Assisted SPAWAR and California School Boards Assoc. in Lactation Policies







Questions? Discussion!



ACTION INSTITUTE & LEADERSHIP TEAM ENGAGEMENT



Dr. Wilma Wooten, Public Health Officer

Leadership Team Engagement

Each LT member assigned 1–2 CTG program liaisons who will:

- Invite members to serve on topic-specific advisory committees
- Tap into your expertise upon contract execution
- Seek your assistance in areas identified via surveys and refining discussions

Handout: Leadership Team Program Liaisons

Leadership Team Member	SD1: Tobacco-Free Living	SD2: Active Living and Healthy Eating	SD3: Clinical & Community Preventive Services	SD4: Social and Emotional Wellness	SD5: Healthy and Safe Physical Environment	CTG Program Liaison
Brian Albright		✓			✓	Tina Zernicke, Shelley Salomonte
Joel Agosta		✓			✓	Dan Bennett
Budon Barrios						Tina Zernicke
Karina Blas		✓	✓	✓		Dan Bennett, Naomi Butler
CTW "Staff" Beek, Jr.			✓			Chas Blawie
Nora Eiland		✓			✓	Naomi Butler, Shelley Salomonte
Nora Faria	✓	✓	✓	✓		Chas Blawie, Irene Linagao-Putman
Cheri Fuller	✓	✓	✓		✓	Chas Blawie, Irene Linagao-Putman
Yvonne Garrett		✓			✓	Tina Zernicke
Barbara Jimenez	✓	✓	✓	✓	✓	Irene Linagao-Putman, Naomi Butler
Eric Larson						Naomi Butler
Kimberly Medeiros	✓					Naomi Butler, Irene Linagao-Putman
Stephen O'Kane		✓	✓		✓	Chas Blawie
Nancy Petros			✓		✓	Chas Blawie, Deborah Brownlee




CTG Intervention Advisory Committees

- Farm-to-Institution Advisory Committee
- Community Food Production Advisory Council
- SANDAG Public Health Stakeholder Workgroup (SANDAG committee; open to public)
- Community and Clinical Preventive Services Leadership Advisory Team
- Worksite Wellness Advisory Committee
- Lactation Supportive Environments
- Communications Advisory Committee



Handout # 10



San Diego Action Institute

- Date to be determined (tentative March 2013)
- Agenda that facilitates action planning
- Build stronger sense of being a team
- Learn more about CTG efforts
- Identify and plan for leveraging members' strengths and spheres of influence





Live Well, San Diego!
